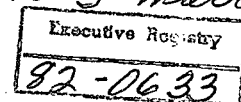


Rec'd
5 Mar 82

ZIPPO MANUFACTURING COMPANY 33 BARBOUR STREET BRADFORD, PENNSYLVANIA 16701 814-362-4541

ROBERT D. GALEY
President and Chief Executive Officer

STAT

Mr. William J. Casey
Director of Central Intelligence
1600 Pennsylvania Avenue, N. W.
Washington, DC 20500

Dear Mr. Casey:

The Zippo Manufacturing Company of Bradford, Pennsylvania is celebrating its Fiftieth Anniversary this year. We, the people of Zippo, cordially invite you to join us on Friday June 4, 1982, as we commemorate this important occasion.

Plans for the day begin with a morning tour of our facilities, where the famous Zippo windproof lighter and other fine Zippo products are made. This will be followed by a noon luncheon at the Pennhills Club where Pennsylvania State officials, local civic leaders and area business executives will welcome you to Bradford.

As a special gift, in remembrance of this Golden Anniversary, you will receive a gold replica of the original Zippo lighter introduced in 1932 by our founder, George G. Blaisdell.

We hope you will be able to join us for the festivities. A return card is enclosed for your convenience.

Sincerely,

Robert D. Galey
PresidentRDG/lhk
enclosure

MAR 5 8 26 AM '82

ER



the original windproof lighter

I WILL ATTEND:

The 9:30 a.m. tour at 33 Barbour St.

The Anniversary Luncheon only

I WILL NOT be able to attend

I WILL NEED TRANSPORTATION:

From the Bradford Regional Airport.. _ Time _____

From the Buffalo Airport _ Time _____

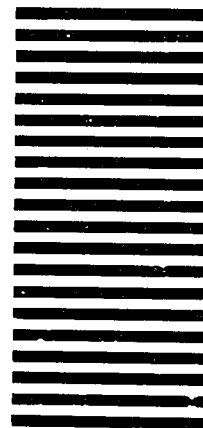
other_____

for any additional information—Phone 814-362-4541, Ext. 215

NAME _____ Phone No. _____
(please print)



FIRST CLASS
Permit No. 46
Bradford, Pa.



BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

ZIPPO

MANUFACTURING COMPANY

BRADFORD, PENNSYLVANIA 16701

Attn.: Advertising Dept.





**“Build your product with integrity . . . stand
behind it 100% and success will follow.”**

George G. Blaisdell



Harriet B. Wick

Sarah B. Dorn

"Fifty Years and Glowing Stronger!"

It is a rare thing in these days of planned obsolescence for a product to grow in appeal as its fifty year old design remains relatively unchanged. The Zippo lighter is such a product. It has become a classic symbol of American quality, ranking with the Model-T Ford, the Singer sewing machine and a few others.

The Zippo Manufacturing Company was founded in Bradford, Pennsylvania when our father, George G. Blaisdell, set out to create a "lighter that works." He guaranteed the new lighter to "work always or Zippo will fix it free."

The year was 1932 and in fifty years the original design has changed only to improve the product or the method to manufacture it.

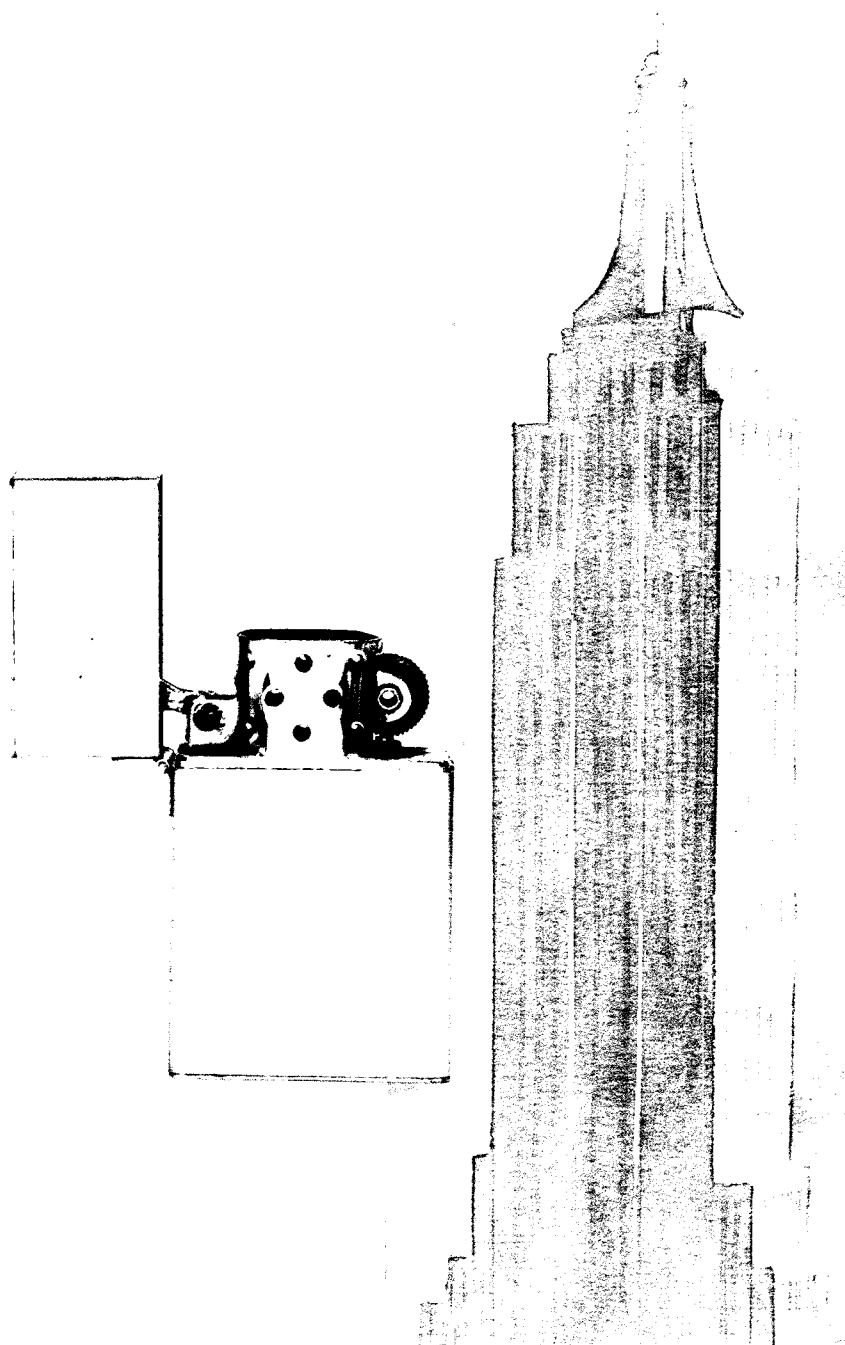
During that half a century, the Zippo lighter took its stand in American history, from its beginnings in a small Pennsylvania garage to the pockets of servicemen in all corners of the world.

Zippo is celebrating its Fiftieth Anniversary with this presentation of the Zippo Story . . . we invite you to celebrate with us!

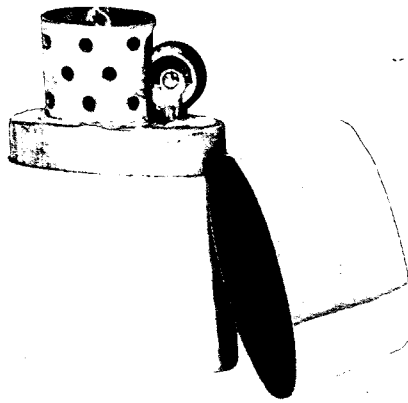
Same B Down
Harriet B. Wick

The 30's

The Empire State Building was constructed in 1931. This fine example of American architecture, in the Art Deco style of the period, has become a classic symbol of durability. It was a time of innovation . . . and a time for the Zippo windproof lighter to be born.



The Beginning



The Zippo story begins on a muggy summer night in Bradford, Pennsylvania. It was 1932, during the midst of the Depression. George G. Blaisdell, then co-owner of the Blaisdell Oil Company, met a friend at the Bradford Country Club, who was lighting a cigarette with a one dollar Austrian lighter. It was a cumbersome looking device with a removable brass top.

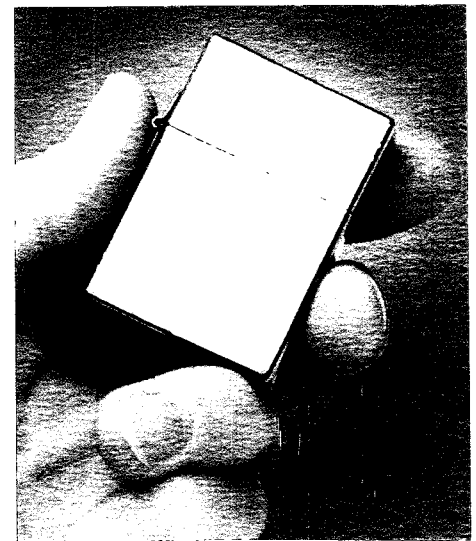
"You're all dressed up," chided Blaisdell. "Why don't you get a lighter that looks decent?"

"Well, George," his friend answered, "it works!"

Blaisdell was impressed and obtained U.S. distribution rights for the lighters, but could not sell them profitably. They were clumsy to use. Blaisdell set out to design an attractive lighter that would work; one that would look good and be easy to use.

Blaisdell knew his craft. He learned it as a youth in his father's machine shop, working fifty-nine hour weeks at ten cents an hour. He refashioned the Austrian lighters by

designing a rectangular case that would fit in the hand. The top was attached to this case with a hinge, and the wick was surrounded with a windhood.



The "attractive lighter that works" was born. Fascinated by the name of another recent invention, the zipper, Blaisdell decided to call his new lighter "Zippo". Except for improvements in the flint wheel and advances in case finishes, Blaisdell's original design remains basically unchanged today.



Early Sales Efforts

Sales of the new lighters moved slowly at first. During his first month of business, Blaisdell's receipts for 82 lighters totalled \$62.15. He had set up shop in a small room above the old Rickerson and Pryde garage on Boylston Street, employing six people.

Blaisdell explored many ways to introduce his product to the people. For instance, through a boyhood friend who now operated the Bradford Bus Station, Blaisdell gave Zippo lighters to the long distance drivers. The drivers in turn displayed them to their passengers.

Blaisdell gave lighters to jewelers and tobacconists, telling them to keep the lighters if they could not sell them. But he discovered that retailers were hesitant to stock the product without the support of advertising. In 1937, with \$3,000 of mostly borrowed money, Blaisdell ran a full page ad in Esquire Magazine.

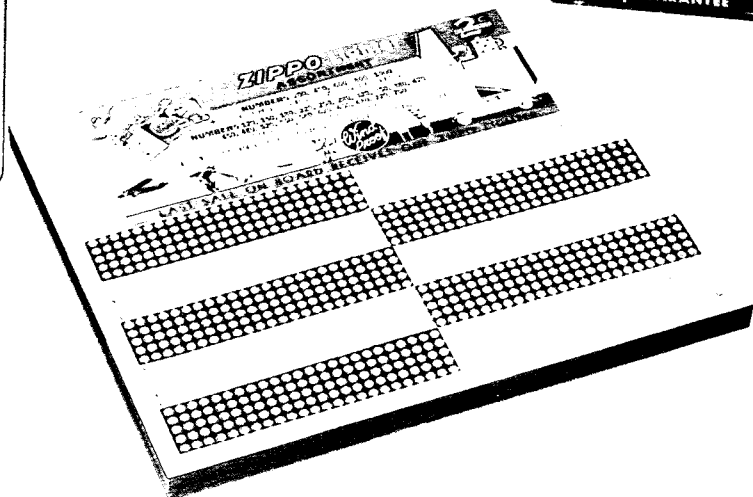
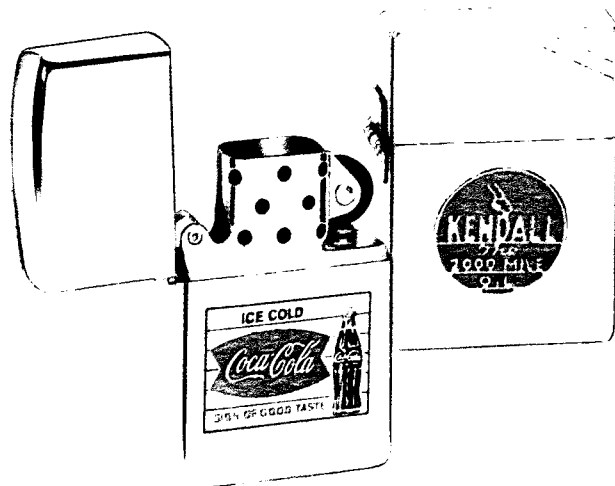
He waited for the response to pour in, but was soon disappointed. Looking back, he realized that he did not have sufficient distribution to benefit from this type of advertising.

Between 1934 and 1940, Blaisdell moved more than 300,000 Zippo lighters through punchboards. Popular throughout the United States in tobacco and confectionery shops, poolrooms, and cigar stands, punchboards were a game of chance. For two cents, a player could punch any hole on a 1,000 or 2,000 hole board. If the choices

matched the ones on the board, the player would win a prize. In 1940, they were ruled illegal.

In 1936, Zippo lighters were given as prizes in another way. A life insurance company in Iowa ordered 200 engraved lighters to be presented to its salesmen as contest prizes. At the same time, Kendall Oil Company in Bradford ordered 500 engraved lighters for its customers and employees.

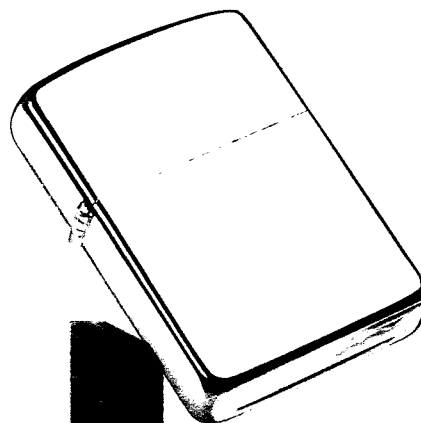
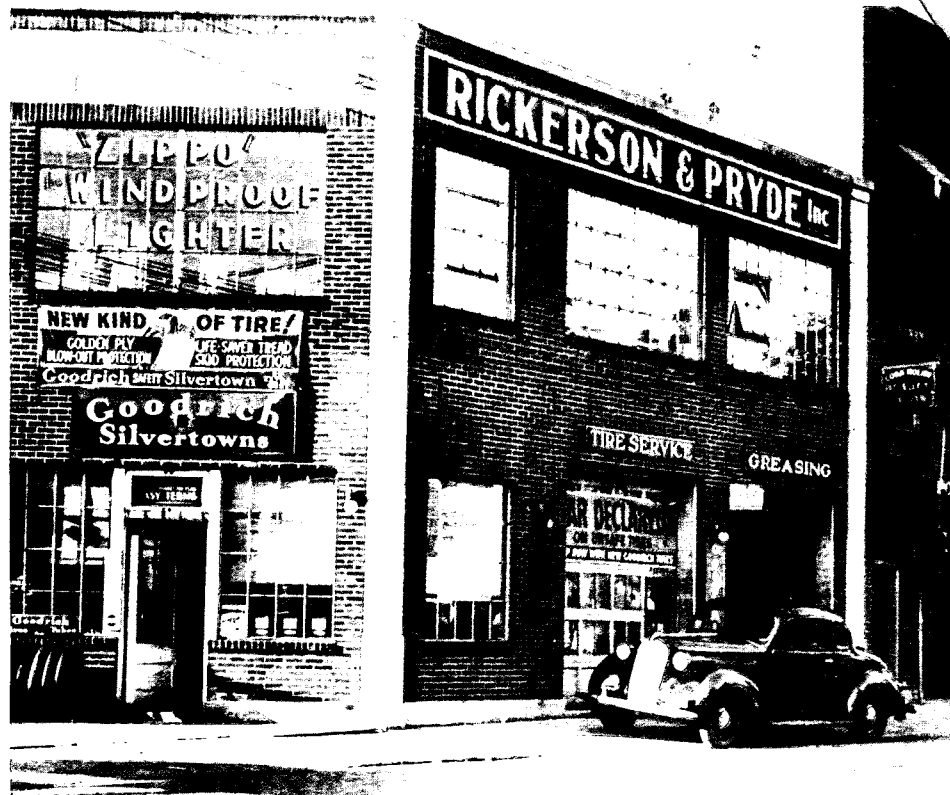
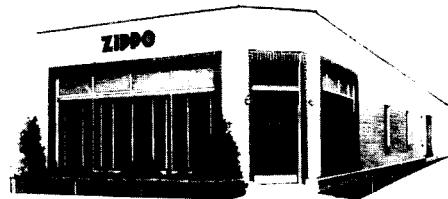
The door had opened for Blaisdell into the important specialty advertising market.



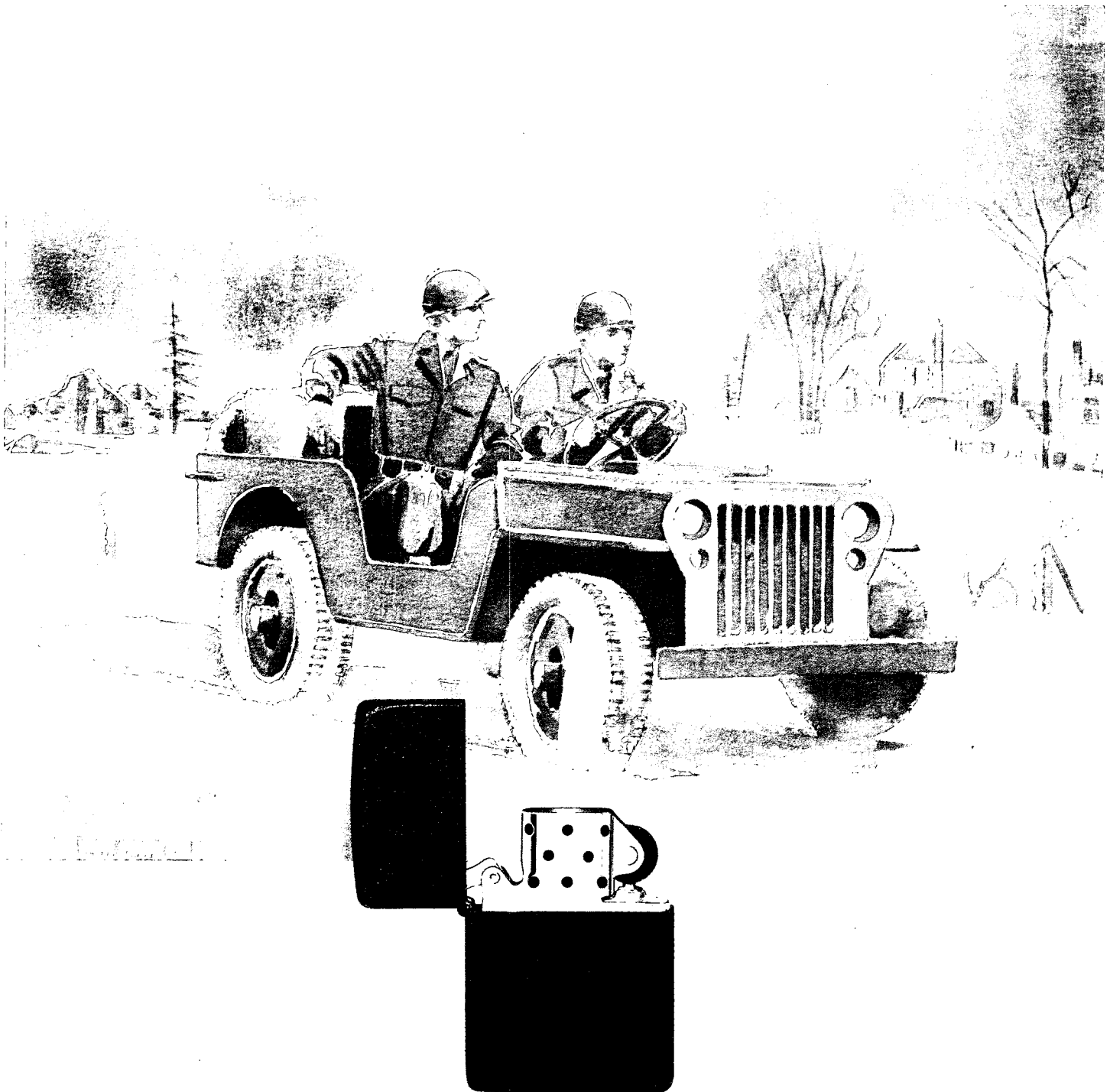
Growth and Development

As sales grew, Blaisdell expanded his operation into the entire second floor of the Rickerson and Pryde building, with a new office at 21 Pine Street. In 1938, the factory and offices were moved into a former garage at 36 Barbour Street.

The thirties were a time for change. From 1932 until 1937, both the inside and outside cases were made from square brass tubing. In 1938, Blaisdell modified the design and manufacture of the lighters with a drawn case. The result was a more modern rounded design that completely replaced the old square-cornered model.



The 40's



Wartime Production

With the onset of World War II, the United States Government stopped production of many consumer products. Rather than discontinue manufacture of Zippo lighters, Blaisdell arranged to produce them for the Post-Exchanges.

Brass was unavailable for non-military uses, and Zippo lighters were made of low grade steel. This gave them a poor finish, so they were sprayed with black paint, then baked to a crackle finish. Zippo lighters of this period can be identified by their dull black crackle finish.

Most servicemen owned them since Zippo's wartime production was earmarked entirely for the military. Zippo lighters lit smoking lamps and campfires in swamps and jungles, cooked soup in helmets, and saved lives as signal fires. Some lighters stopped bullets that might have proven fatal. One Army pilot brought his disabled plane to safety by using a Zippo lighter to illuminate his darkened instrument panel.

Ernie Pyle

George Blaisdell became known as "Mr. Zippo" through the daily column of famed war correspondent Ernie Pyle. The two men developed a warm correspondence that began with a fan letter from Blaisdell. He offered to distribute Zippo lighters through Pyle to deserving servicemen stationed overseas.

About this offer, Pyle remarked, "I was amazed at the modesty of the president's letter. He said, 'You probably know nothing about the Zippo lighter.' If he only knew how the soldiers coveted them. They'll burn in the wind, and pilots say they are the only kind that will light at extreme altitudes."

Pyle was said to have written his shortest war story on a Zippo lighter. In 1945, while on board the USS Cabot in the South Pacific, Pyle was being pressed by a young officer to reveal the ship's destination. He borrowed the officer's lighter, and scratched a single word: "TOKYO."

The announcement of the first all-out attack on the Japanese mainland was flashed throughout the ship on a Zippo lighter.

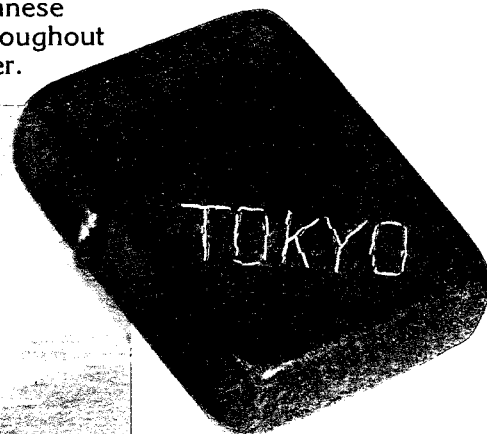
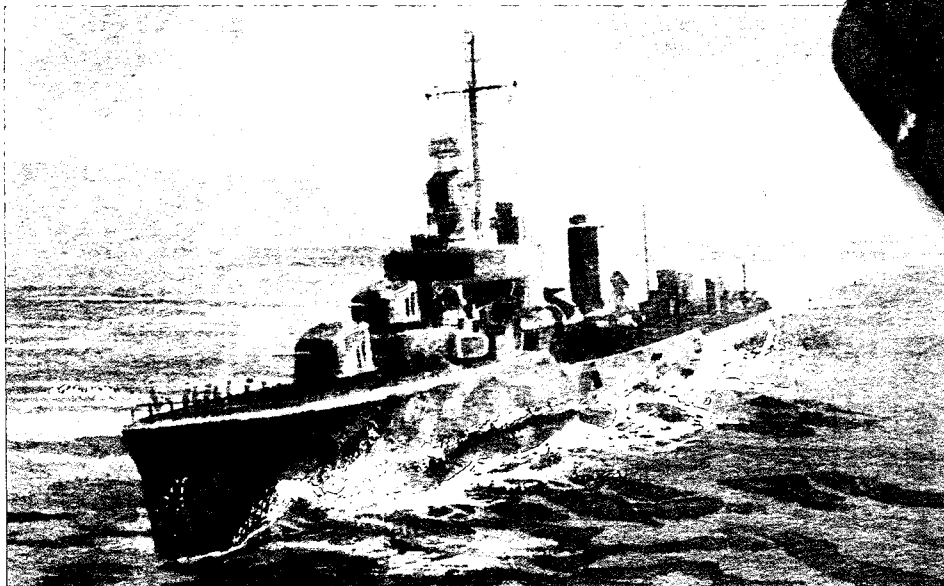
The Post-War Years

Zippo lighters achieved a fame during World War II that was instrumental to their post-war growth. It was a time when a hungry civilian market was buying anything. Sales of Zippo lighters soared.

In spite of this, Blaisdell halted shipments in 1946, when he found the striking wheels not up to his standards. At that time, he was buying them from an outside source.

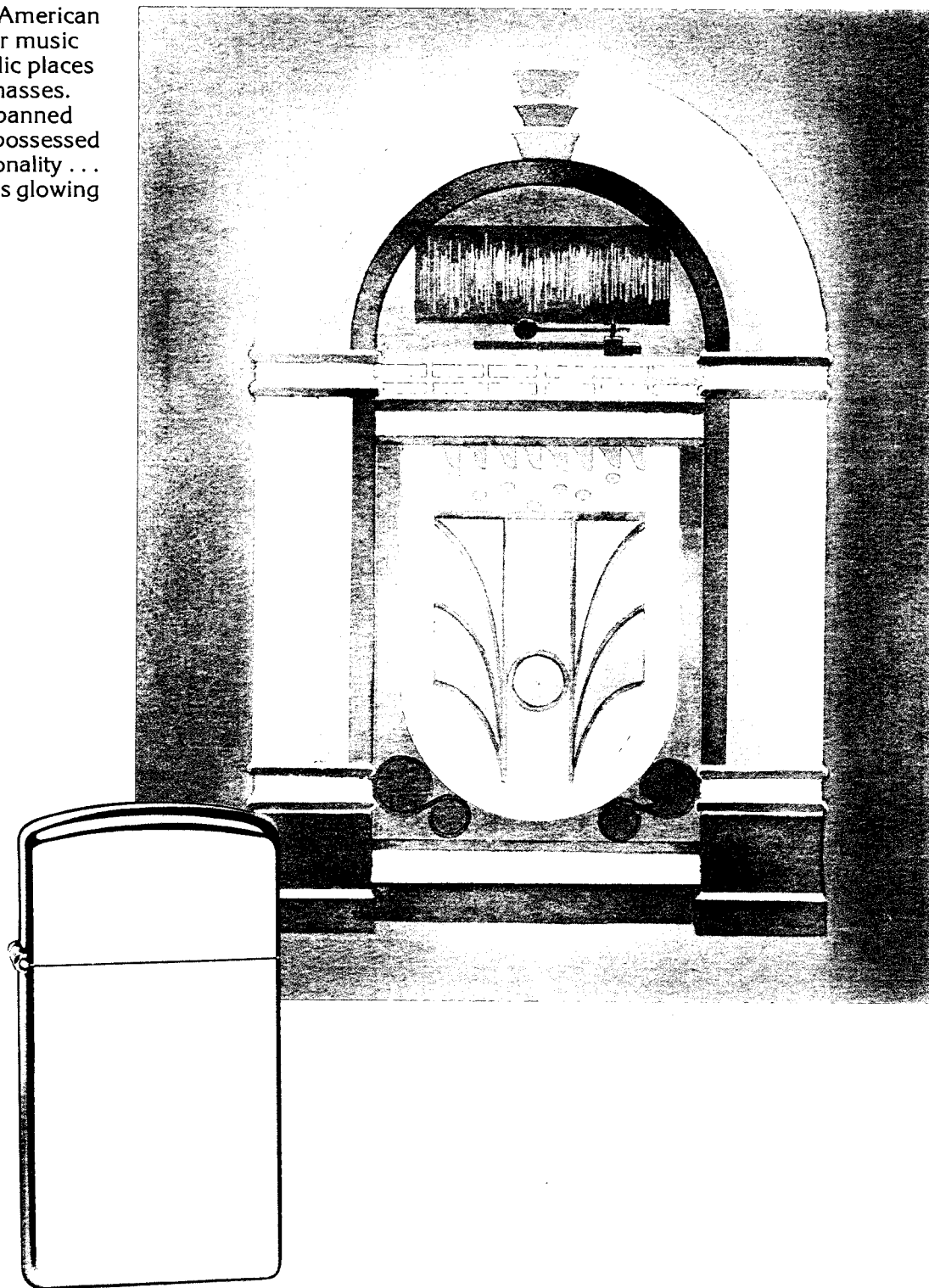
Blaisdell consulted leading metallurgists, tested numerous types and combinations of steel, and experimented with a number of manufacturing operations. Finally, he and his engineers developed what is considered to be the highest quality striking wheel in the world.

Even today, the operations concerning the knurling of the flint wheel are a company secret.



The 50's

The Juke Box, a uniquely American invention, brought popular music into a vast number of public places . . . It brought joy to the masses. From Sinatra to Elvis, it spanned the decade with style and possessed a distinctly American personality . . . and Zippo's personality was glowing stronger than ever.



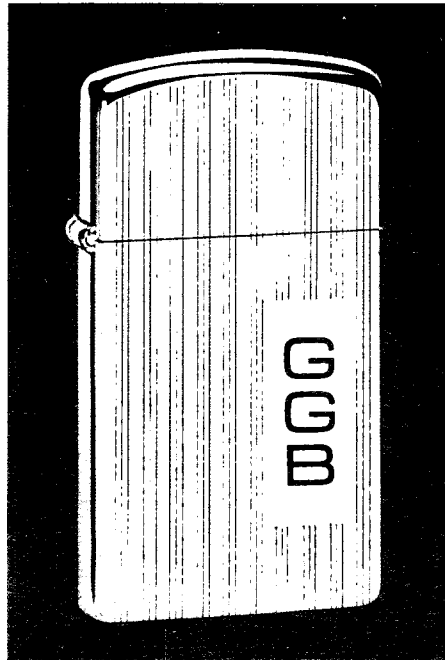
Growth and Development

The Product

The fifties were a time of rapid development and growth throughout the United States. Advancements were made in all fields, and Zippo lighter manufacturing was no exception.

A new etching procedure was developed. It saved time and money, and allowed for more detailed work to be engraved into the lighters.

The Sales Force



From 1939 to 1950, Zippo's sales representation consisted of two cigar salesmen who sold the lighters as a sideline. The two men covered vast areas, one travelling from Denver to Pittsburgh and Saulte Ste. Marie to Arkansas, and the other selling from Richmond to Key West and west to El Paso, Texas. They dealt mainly with tobacco wholesalers.

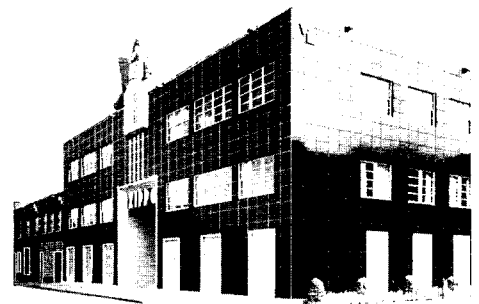
In 1950, Blaisdell organized his own sales force. District Managers were responsible for specific areas of the country. They were not restricted to tobacco wholesalers, and were free to call on jewelry, drug store, and grocery wholesalers, among others.

Building Projects

Closer to home, a number of building projects were undertaken to accommodate Zippo's increased sales and production. A new building incorporating the chrome plating and fabricating plant, was completed on Congress Street in 1954.

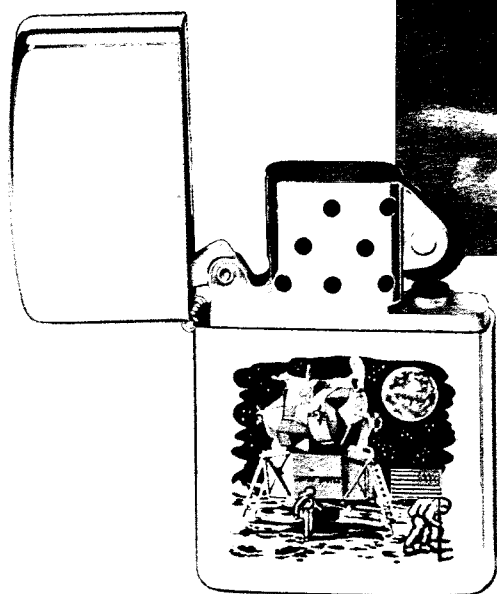
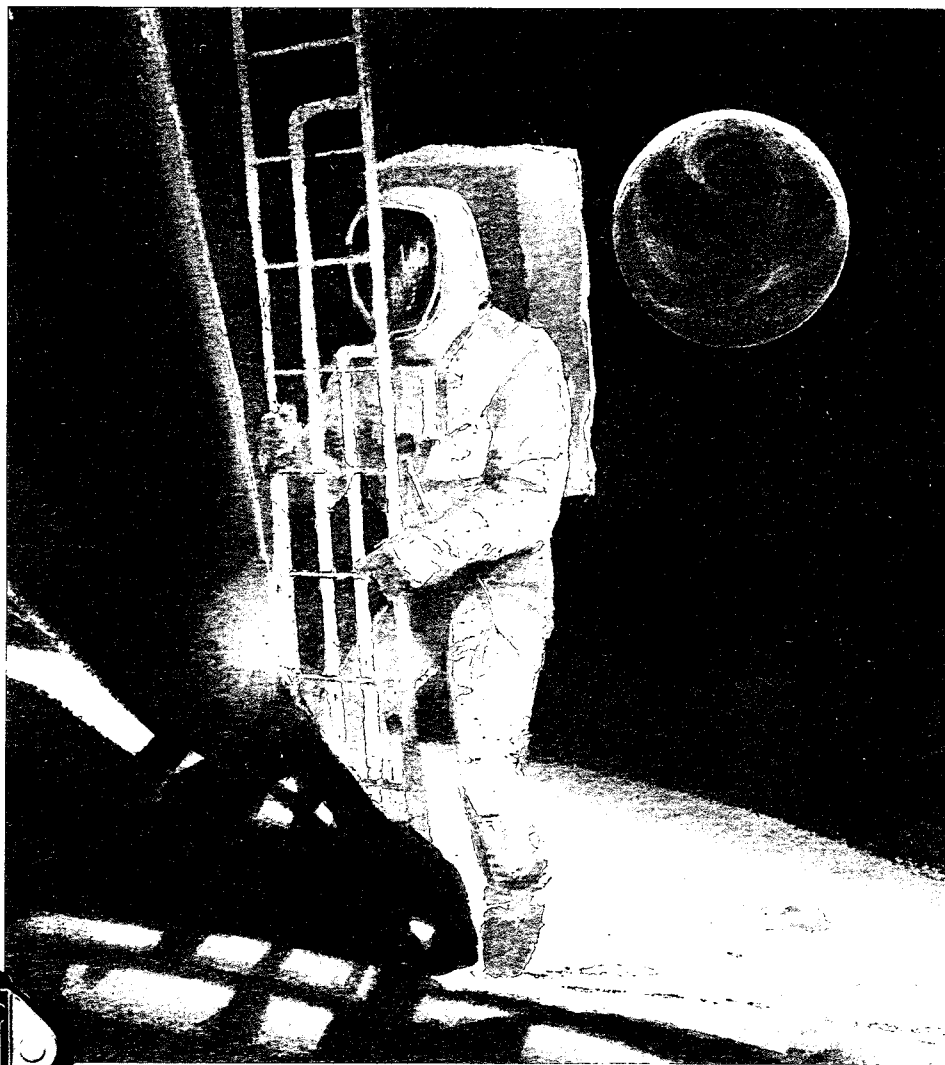
Across the Canadian border, in Niagara Falls, Ontario, Zippo opened a small plant in 1950 that is still a growing operation.

In 1955 corporate offices were built adjoining the Barbour Street factory.



The 60's

Landing on the moon was a giant leap for mankind out of the 1960's and into the future. This singular achievement is a landmark in American technology and dedication. It expanded our horizons inspiring us to greater heights . . . and Zippo was inspired to design the all new slim lighter.



Manufacturing Zippo Lighters

The improved technology of the 60's was a part of Zippo's progress. The Congress Street complex grew through a series of additions to become the primary location for the fabrication and assembly of Zippo products. Here the numerous steps in the manufacture of the Zippo lighter are seen as they progress to a completely finished product.

The inside units are formed from .018 inch strips of stainless steel strip stock, fed through punching and forming presses, then welded.



Stainless steel plates with brass flint tubes are pressed into the formed inside units and soldered into place with the aid of induction heating in an automatic conveyORIZED machine.

Stainless steel chimneys are buffed to a brilliant finish on an automatic buffing machine. The inside units are then sent to final assembly, which includes riveting in the spark wheel and cam spring, inserting the wick and the cotton and flint spring assembly. Quality control checks follow all stages of production.

The cases for Zippo lighters are formed from .027 inch brass strip stock fed automatically into a blanking and forming press. The Zippo trademark is stamped in each lighter base and case parts are trimmed and notched. Lighter case tops are attached to bottoms with nickel-silver hinges which are spot welded into position.

After the cases are assembled, they are buffed to a high polish while passing through conveyORIZED buffing machines. If a brush finish is desired, the sides pass through a series of Carborundum abrasive belts. The cases are then sent to the plating department where they are nickel and chromium plated on an automatic plating machine which has 36 stations. The solution tanks used in this process vary in length according to the time cycle specified for each solution.

The lighters then go to the Barbour Street factory where some of them undergo an extra process. Acrylic chips are adhered to some models while others are engraved with specific designs. Lighters destined to become advertising specialties are etched with a company trademark or message and then color-filled. Lighters then go to the fit-up department where the cases and inside units are put together. The last stop in the process is packaging, where lighters get a final cleaning and inspection before being put into boxes for shipment all over the world.

Product Diversification and the Zippo Guarantee

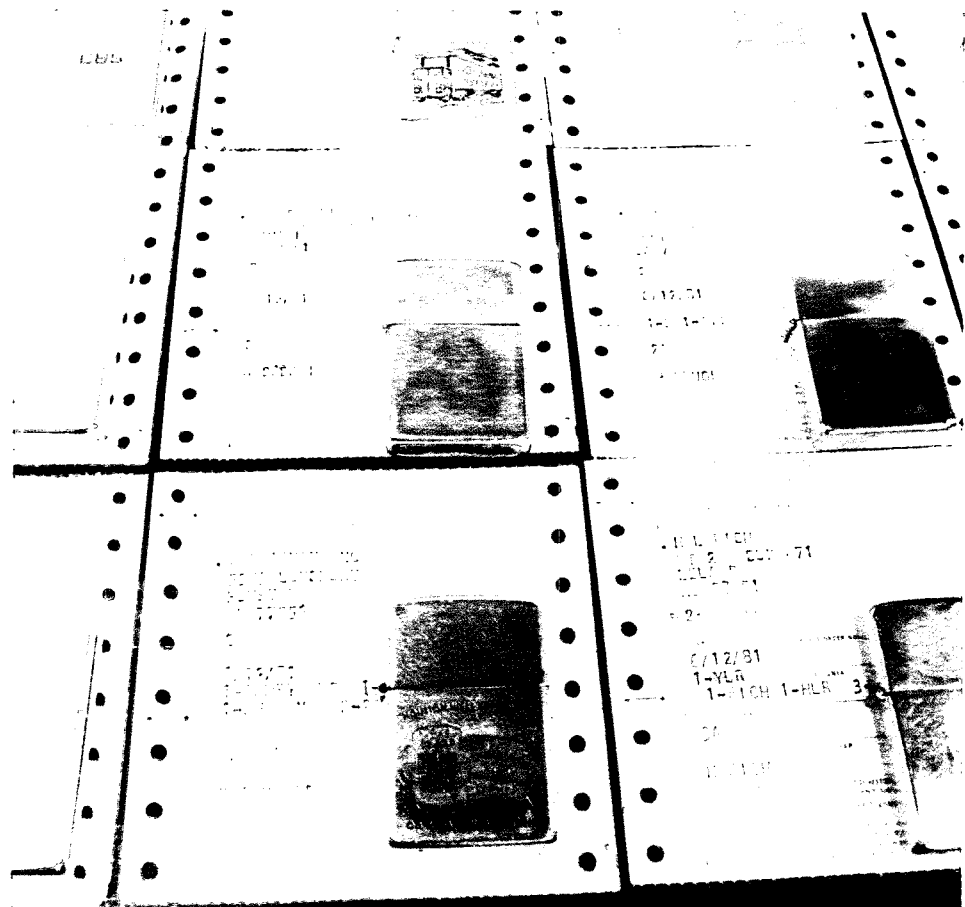
In 1962, after 28 years of making only lighters, Zippo cautiously took its first step towards diversification. It came out with a six-foot flexible steel pocket rule. The success of this product led Zippo to expand its line to include a pocket knife, a money clip knife, a key holder, a magnifier, a pillbox, an all-purpose knife, a letter opener, a greenskeeper, a card set and a golf ball. All of these products can be imprinted with trademarks or messages and like Zippo lighters, are guaranteed to "work always or Zippo fixes them free." (Even the golf ball is guaranteed playable for 180 holes.) The guarantee, established by George Blaisdell, is the foundation upon which the success of this company is built.

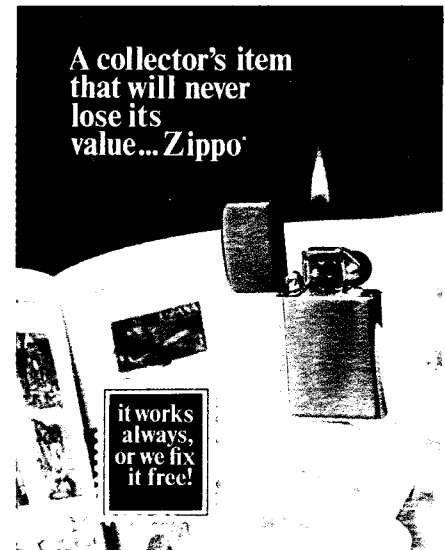
Repair Clinic

It is difficult for some customers to believe that this place really exists. Many lighters arrive here with notes expressing skepticism about the guarantee. The clinic makes believers of the skeptics. Zippo's unconditional guarantee covers the postage as well as the cost of repair. When lighters arrive with money or return postage, Zippo reimburses the sender, standing firm by the statement that "no one has ever paid a cent for the repair of a Zippo lighter." The lighters arrive at the clinic in all states and conditions. Some bear the ravages of having been soaked in water, buried in snow or imbedded in mud. Others have been mangled beyond recognition by everything from washing machines and hydraulic presses to golf-fairway gang

mowers. At least one was recovered from the belly of a fish, and more than a few of them have stopped bullets while being carried by G.I.'s

If at all possible, the original lighter is repaired and sent back to its owner. In the case of lighters mangled by grinders or flattened by bulldozers, the owner is given a new lighter and Zippo keeps the old one for its museum. The whole process is completed within 48 hours after the lighter arrives at the clinic. Then the lighter is returned to the customer with a note expressing thanks for the opportunity to repair the Zippo.



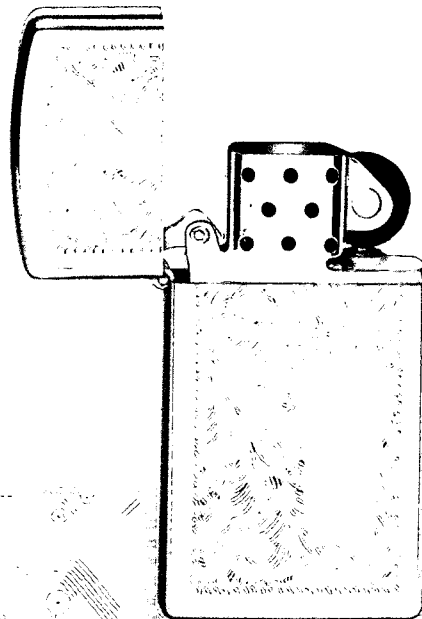


The famous Zippo guarantee that started 50 years ago simply states "When any Zippo product is returned to our factory for repair, we will fix it free regardless of age or condition" — postage paid.



The 70's

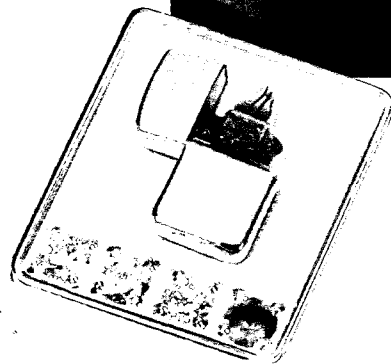
Computers came of age in the 70's appearing in science, industry and even the arts. The computer revolutionized our times. Advances in technology reduced their size and multiplied their functions. In the near future computers will be as commonplace in the American home and office as the telephone.

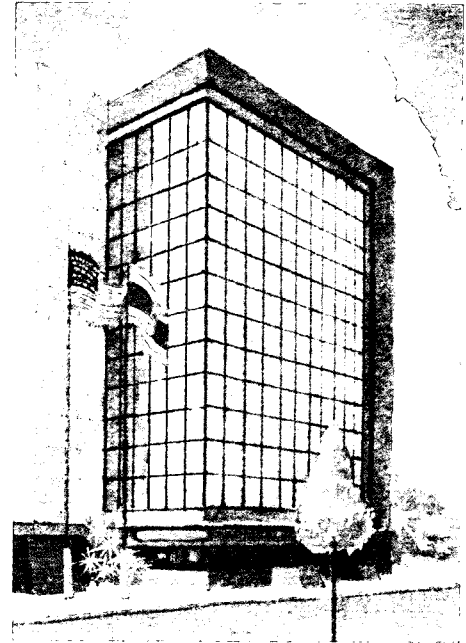
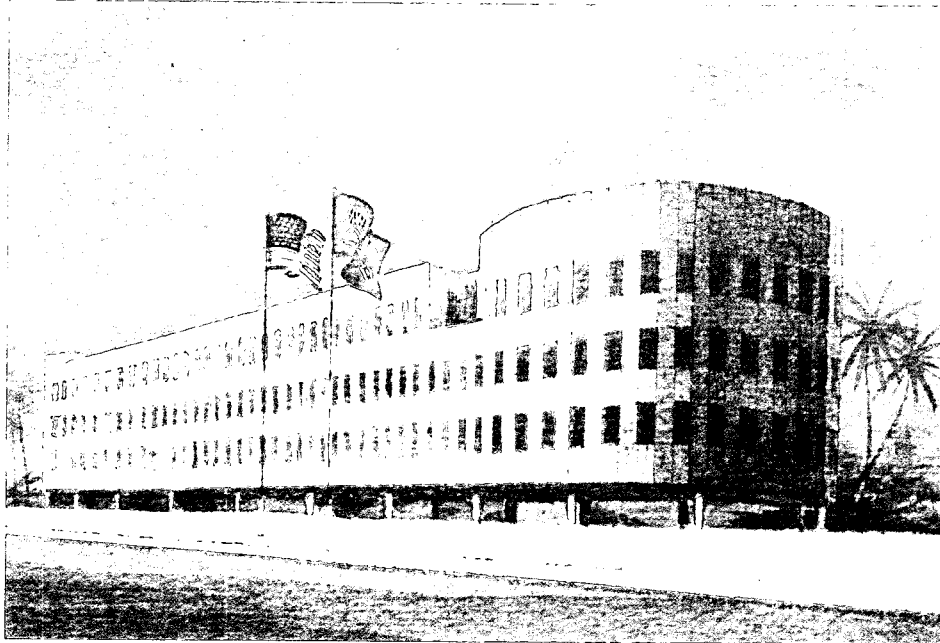


Some things are done best as they were in the past. Advanced technology has always played an important part in Zippo's manufacturing processes, but the old values persist even today. The care and attention to detail . . . the pride in producing a good product . . . the willingness to back it up are all part of the legacy of George Blaisdell. Although he passed away in 1978, his ideals will continue to influence Zippo's direction.

A hometown company that remains in Bradford, Pennsylvania, Zippo owes a great deal of its success to the hard work of its loyal and capable employees. Building on a foundation of mutual goals, the company and its workers have created an exemplary success story. In times that have seen controversy about productivity and worker recognition, Zippo takes pride in its high degree of company morale and low turnover rate. Many of its

employees have more than 25 years of service with the company. Zippo demonstrates its concern for employee longevity through a recognition program, awarding attractive jewelry and gift items to those who have passed a hallmark with the company. On each item there is a jeweled emblem that symbolizes the years of service. Diamonds and rubies set in solid gold give testimony to their productive years with the company.

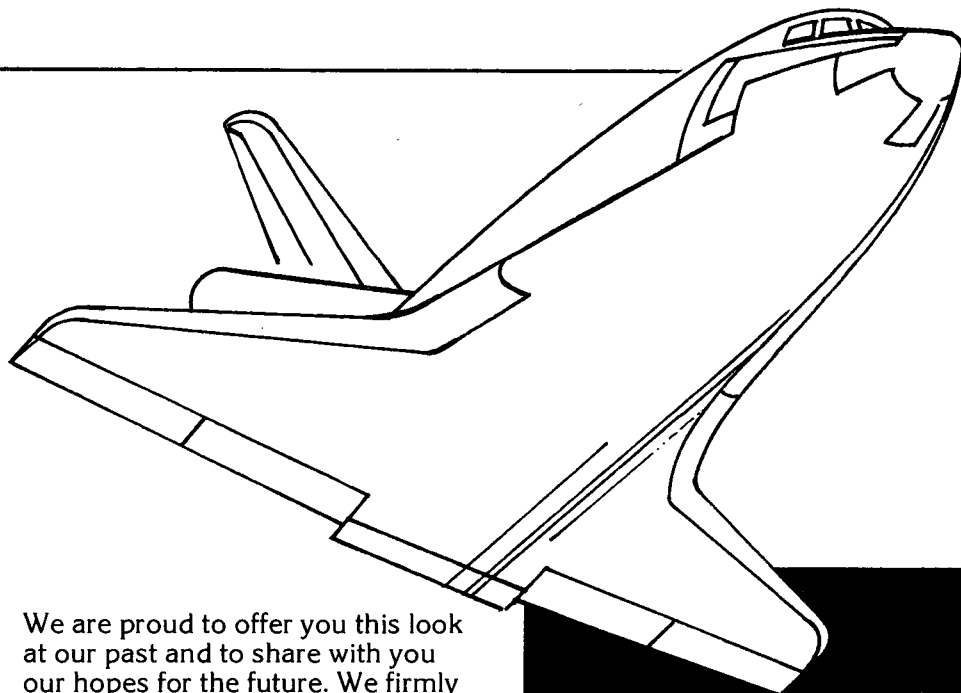




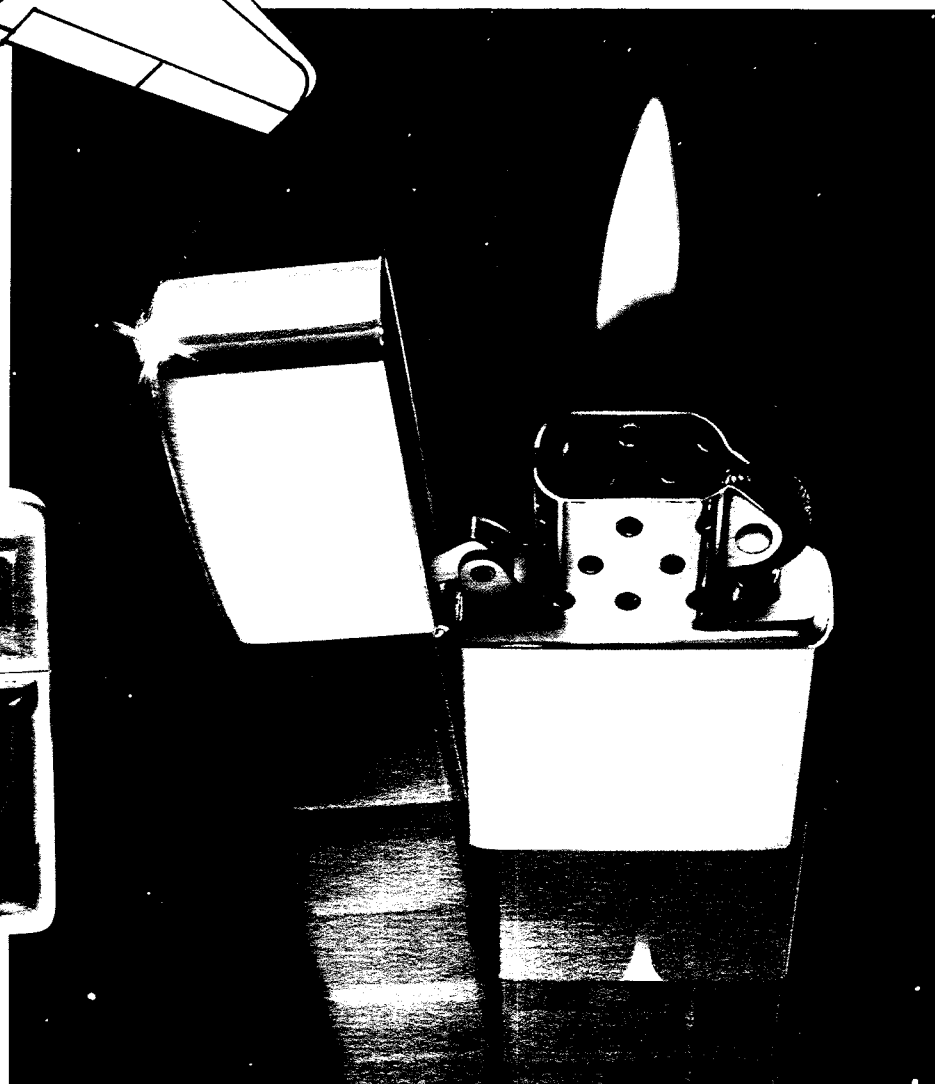
Though based in the town of Bradford in a picturesque area of Pennsylvania, Zippo has expanded its operations nationally and internationally through a wide network of sales representatives. Industrial sales division managers covering each of Zippo's territories oversee more than 1000 advertising specialists who sell Zippo products to a wide range of companies and businesses. The Zippo regional sales managers oversee a network of wholesalers that move the product through the distribution system.

Zippo complements its sales program with direct mail and award winning national advertising campaigns.

The 80's



We are proud to offer you this look at our past and to share with you our hopes for the future. We firmly believe that Zippo's original principles will endure and point the way to our company's future. We see a change in America . . . a return to the values that produced the finest products and technology in history and the creative work force that implemented them. The 80's represent a decade of opportunity. The next 50 years will see Zippo share in the growth of America's future.





A fiftieth anniversary is a proud landmark in the history of any company. However, we do not consider our golden anniversary as a goal finally attained and to be admired for the achievement it represents. Rather we think of it as a golden opportunity for rededicating ourselves to the ideals upon which the Zippo Manufacturing Company has prospered: quality, integrity and service.

Zippo has come a long way in fifty years but as bright as our past has been, our future is even more promising. We look upon the years ahead as another golden opportunity.

Sincerely,

Robert D. Galey

President